



2020 Integrated Partnership and Communications

Presentation to Census Scientific Advisory Committee
September 12, 2019

Maria Olmedo Malagon, Integrated Partnership and Communications, Decennial Directorate

CSAC Questions

- Will Awareness phase marketing begin in Fall 2019 using social media targeting hard-to-count populations?
- Will advertising during the early half of the Motivation phase be evaluated and ad selection adjusted so that the most effective ads are used more intensely during the later part of the Motivation phase and Reminder phase?
- What is the current status on efforts to address the undercount of young children?

2020 Integrated Communications Contract Update

Alex Hughes, Team Y&R

Jack Benson, Team Y&R

2020 ICC Highlights

- **Creative:** Creative testing completed (report due December 2019), campaign approved, and production is now in process.
- **Paid Media:** Announced budget range of \$200MM-\$250MM. Successful vendor solicitation process (2,292 proposals), national upfront negotiations wrapping up, and Plan v2.0 being finalized (approved by November 2019).
- **2020Census.gov:** Release 2.0 launched (August 30). Release 2.1 to follow October 2019. Final release (3.0) with robust interactive functionality to go live January 2020.

2020 ICC Highlights

- **SIS:** Website launched (August 30) with 67 new activities, videos, pre-K song, storybook, maps, fact sheets, FAQs, and toolkits. SIS launch event in Memphis, TN (October 2019). SIS Week (March 2020) planning underway. Administrator kits mailing Fall 2019.
- **Earned, Shared, and Owned:** Crisis Drill #1 completed (July 2019). Drills #2-#3 planned (September-October 2019). Ongoing audience media briefings and public relations outreach. Constitution Day event planned (September 17, 2019) in Philadelphia. Social media monitoring ongoing. Fall 2019 paid social media pilot planned. 2020 social media plan approved and content production in process.
- **Campaign Optimization:** Planning underway, including table top exercises and integration with crisis communications drills. Tracking survey fielding September 2019.

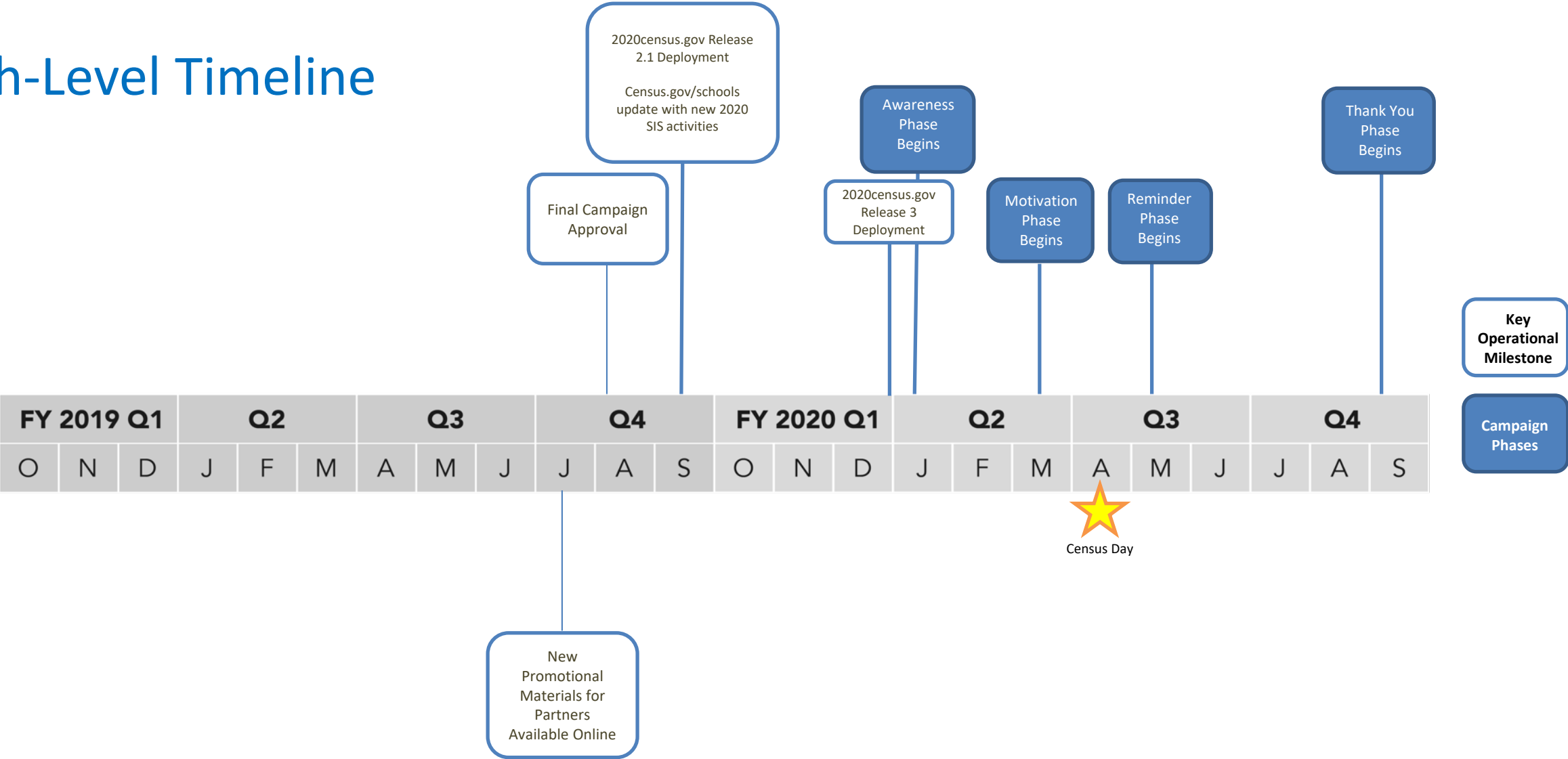
Improving the Count of Young Children

- Launch of new preschool and young children materials on census.gov and 2020census.gov (August 2019)
 - Preschool activities, storybook, song (census.gov/schools only)
 - Fact Sheet and FAQ document
 - Young children-focused partnership materials
 - Available in English and Spanish
- National event in Cleveland, OH (February 2020)
- National partner outreach and materials - Young Children portfolio developed to engage young children-specific partners
- Owned media stories featuring ICYC topics and social media targeting households with young children
- Paid media targeted at households with young children

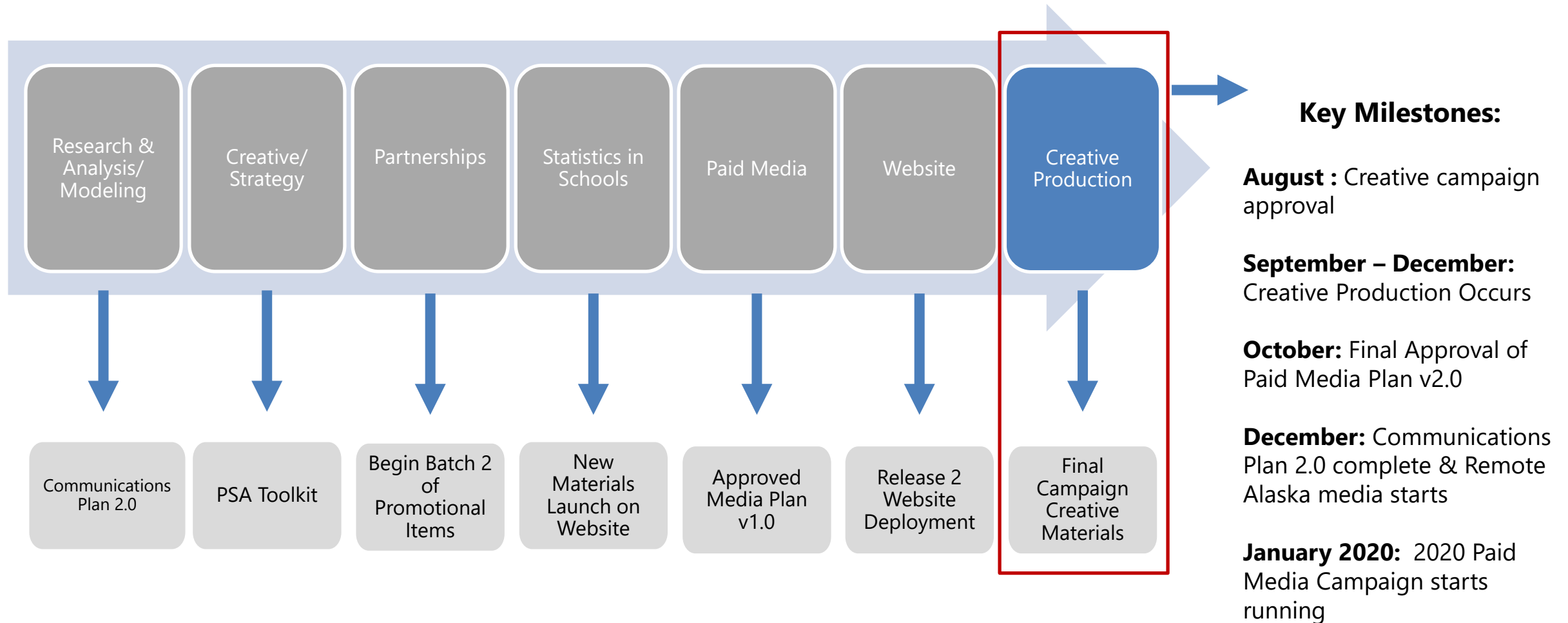


APPENDIX

High-Level Timeline



Key Accomplishments and Milestones

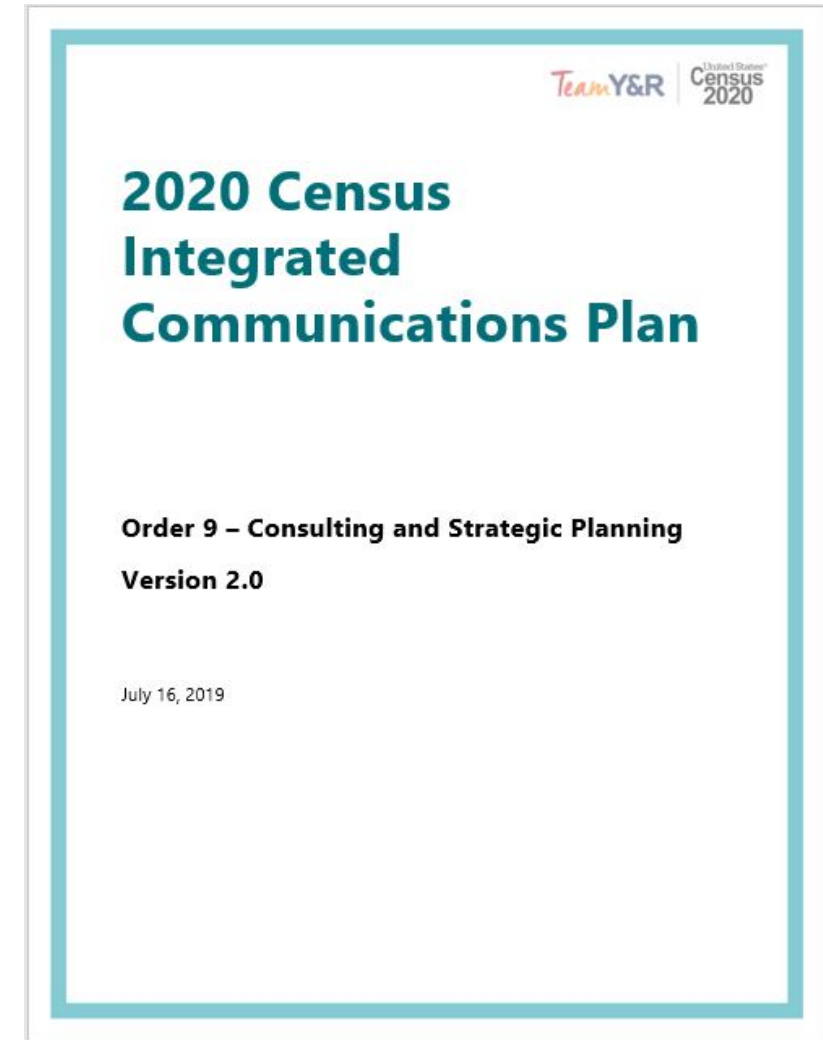


The 2020 ICC is Broad in Scope



Strategic Planning

- Communications Plan 2.0 is a further developed and refined iteration of the previous Plan 1.0
- Plan 2.0 references and incorporates individual program-level plans, highlighting activities being executed across the 2020 Census Integrated Communications Campaign (ICC)
- Planned for delivery in Early 2020 to the Public



Field Recruitment

- Delivered Phase 2 creative materials July 12th
- Launched Field Recruiting website July 15th

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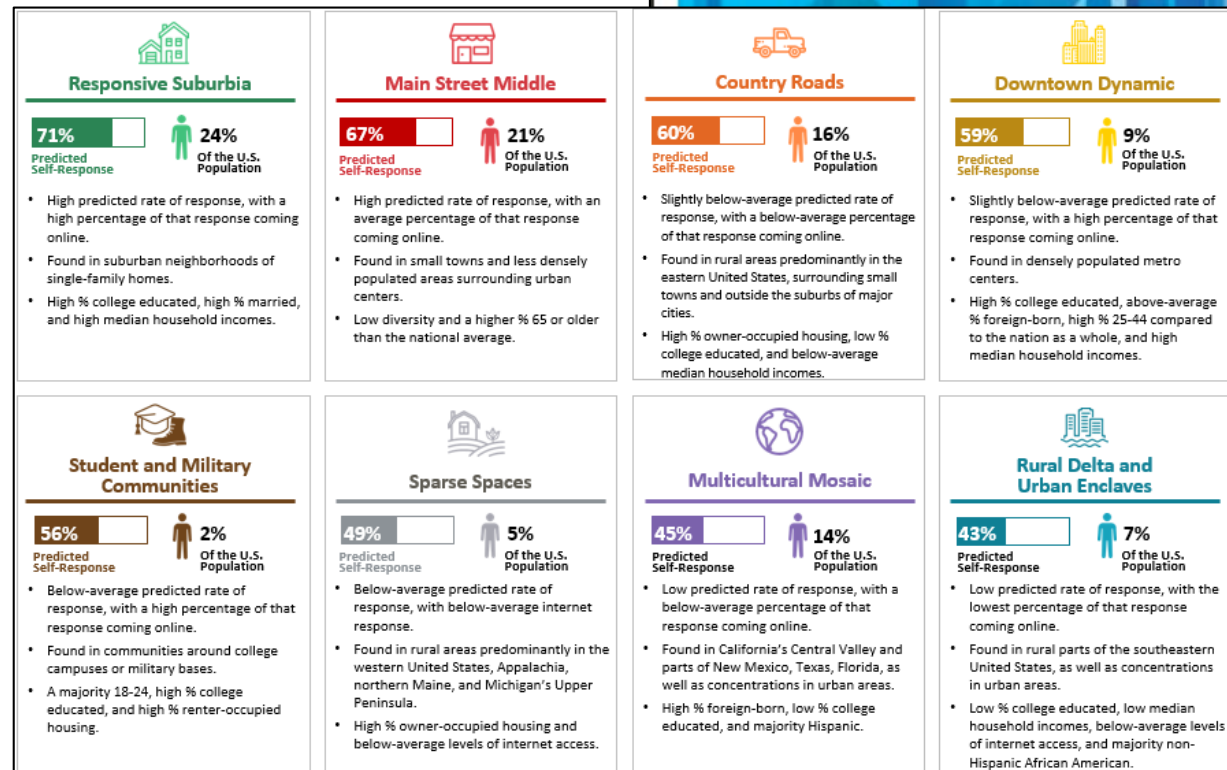
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Modeling and Segmentation

- Predictive Models and Segmentation Report published July 26, 2019
- Models are being used to guide media plan development and inform campaign optimization elements



Creative Campaign Overview

- Non English Taglines were released August 2
- Photo library of images will be available in September 2019
- PSA assets will be delivered September through December, including PSA toolkit to enable stakeholders to make own PSAs
- Release creative testing research report December 2019



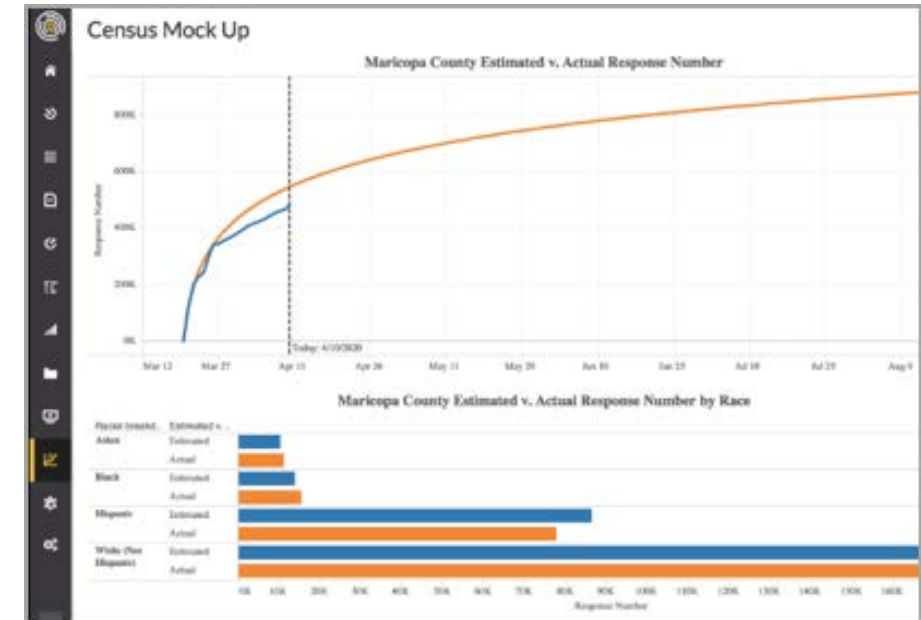
Paid Media

- 2020 Census Paid Media Campaign was publicly announced to media vendors in April 2019
 - Campaign Budget of \$200MM – \$250MM
 - Media Vendor Day held in New York, streamed live and was attended by 202 media vendors in-person
 - Media Vendor Day Puerto Rico was attended by 46 media vendors which covers a majority of vendors in Puerto Rico
 - Received 2,292 proposals
- Media Plan v2.0 will be final in November 2019
- Paid Campaign Phases and Timing
 - October 2018 – December 2020: Early Education Phase
 - December 2019: Remote Alaska paid advertising launch
 - January 2020: National paid advertising campaign launch
 - January 2020 – Mid March 2020: Awareness Phase
 - Mid March 2020 – Mid May 2020: Motivation Phase
 - June 2020: Reminder Phase



Campaign Optimization

- Finalizing campaign optimization plan through November 2019
- Implementation runs December 2019 through July 2020
- Will identify and address audiences and geographies with lower-than-expected response as compared to modeled benchmarks
- Will evaluate all advertising on a daily basis
 - Will recommend shifts in media buys or creative for audiences/geos that need additional focus
 - Will optimize campaign to best-performing digital ads across campaign phases

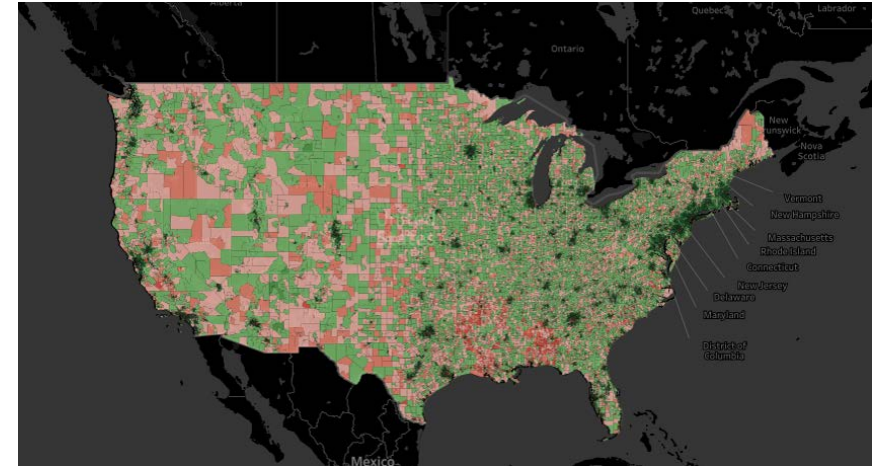


Team Y&R and the Census Bureau will track predicted vs. self-response over time to identify areas for additional attention.

Campaign Optimization

Campaign Optimization will facilitate timely adjustments to communications tactics driven by a variety of quantifiable data and analytics.

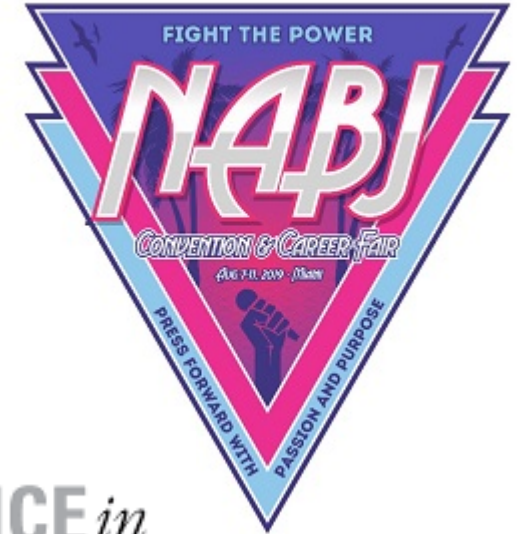
- Working from tract-level self-response rate data, identify geographies or audiences with response rates departing from modeled benchmarks that could benefit from a shift in media strategy
- Can dedicate additional advertising to areas lagging response expectations, and scale back ads for areas exceeding expectations to maximize campaign resources
- Digital campaigns will routinely optimize to the best performing advertisements by audience



Example Visualization: Geographies Performing Above/Below Expected Response

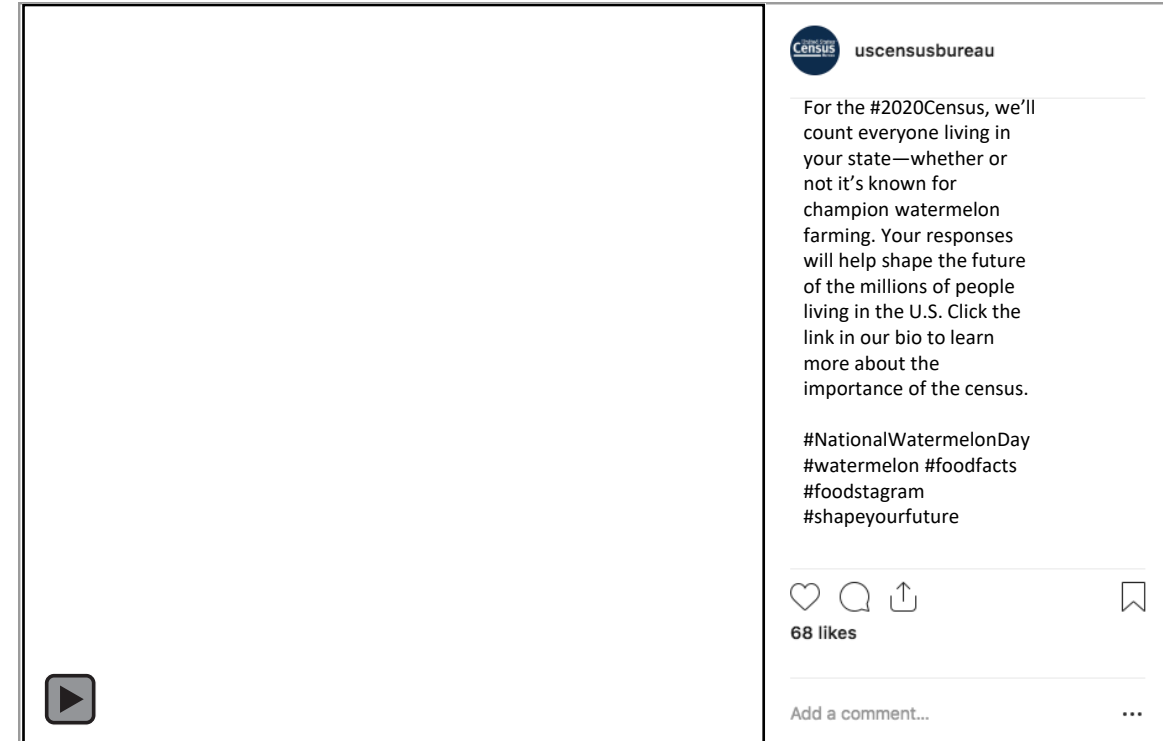
Media Outreach and Crisis Communications Overview

- July 2019:
 - Crisis Drill #1 occurred on July 19, 2019
- August 2019:
 - Attended National Association of Black Journalists Convention and Career Fair
- September 2019:
 - Attend Excellence in Journalism Conference (San Antonio)
 - Conduct Hispanic Media Briefing
 - Conduct Asian American Media Briefing
 - Host Constitution Day Media Briefing and PR Event
- September – October 2019:
 - Crisis Communications Drill #2 and Drill #3



Social Media Overview

- In 2019 we have begun an earned and owned social media campaign
- Planned two month paid social media pilot in Fall 2019 targeting hard to count audiences
- Key operational milestones:
 - October: Time-phased tactical plan for 2020 social media
 - November: Updated social media monitoring strategy



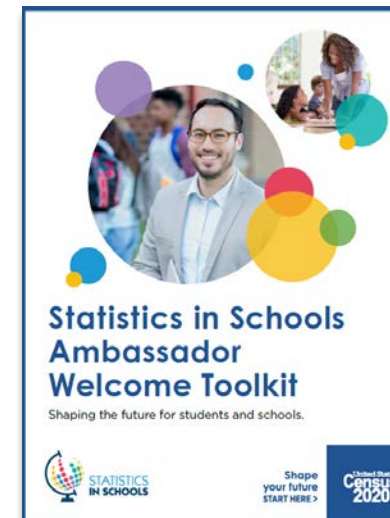
Partnership Overview

- Identifying, vetting and recruiting prospective partners while building and maintaining relationships with existing partners
- Developing 175+ unique materials for digital and print distribution
- Designing and producing a second batch of promotional items through December 2019
- Fulfill print materials and promotional item orders for further dissemination by Census Bureau to support partner meetings, conferences and other events



Statistics in Schools Overview

- September 2019:
 - SIS website launch to include 67 new activities, videos, pre-K song and storybook, maps, facts sheets, FAQs, toolkits
 - Select and activate Ambassadors
 - Digital campaign launches – informed by SIS school prioritization report featuring key hard-to-count communities
- Fall 2019: Administrator kits mailed to schools nationwide
- October 2019: SIS launch event in Memphis, TN



2020 CENSUS STUDENT ACTIVITY

Name _____

**Featured Activity:
Exploring Questions
for the 2020 Census**

1. In **Activity Item: Questions Planned for the 2020 Census**, read the information on your group's category quietly and identify the main ideas. As a group, determine why this information is important and draw conclusions based on the data for your category provided by your teacher. Record your answers in the chart below.

Category	Data Collected	Why is that information important?
Age	Percentage (%) of the population in your age range (pick one for the group)	
Race	Percentage (%) of the population with 2 or more races	
Relationship	Percentage (%) of the population who are nonrelatives of the householder	
Sex	Percentage (%) of the population that is male and percentage (%) of the population that is female	
Housing Type	Percentage (%) of renter-occupied housing units	

STATISTICS IN SCHOOLS Classrooms Powered by Census Data Shape your future START HERE > United States Census 2020

Improving the Count of Young Children

- Aug. 30: Launch of new materials on census.gov and 2020census.gov
 - All preschool and young children campaign materials will be available in English and Spanish
 - Preschool activities, storybook, song (census.gov/schools only)
 - Fact Sheet and FAQ document
 - Young Children-focused partnership materials
- February 2019: National kickoff event in Cleveland, OH (OR14/OR17)
- Ongoing: National Partner Outreach, ICYC Portfolio (OR13)
 - Households with Young Children Portfolio developed to manage YC-specific partners.
- Ongoing: Owned media stories featuring ICYC topics and social media targeting households with young children. (OR17)
- Ongoing: Paid media targeted at households with young children (OR15)



2020 Census National Events Strategy

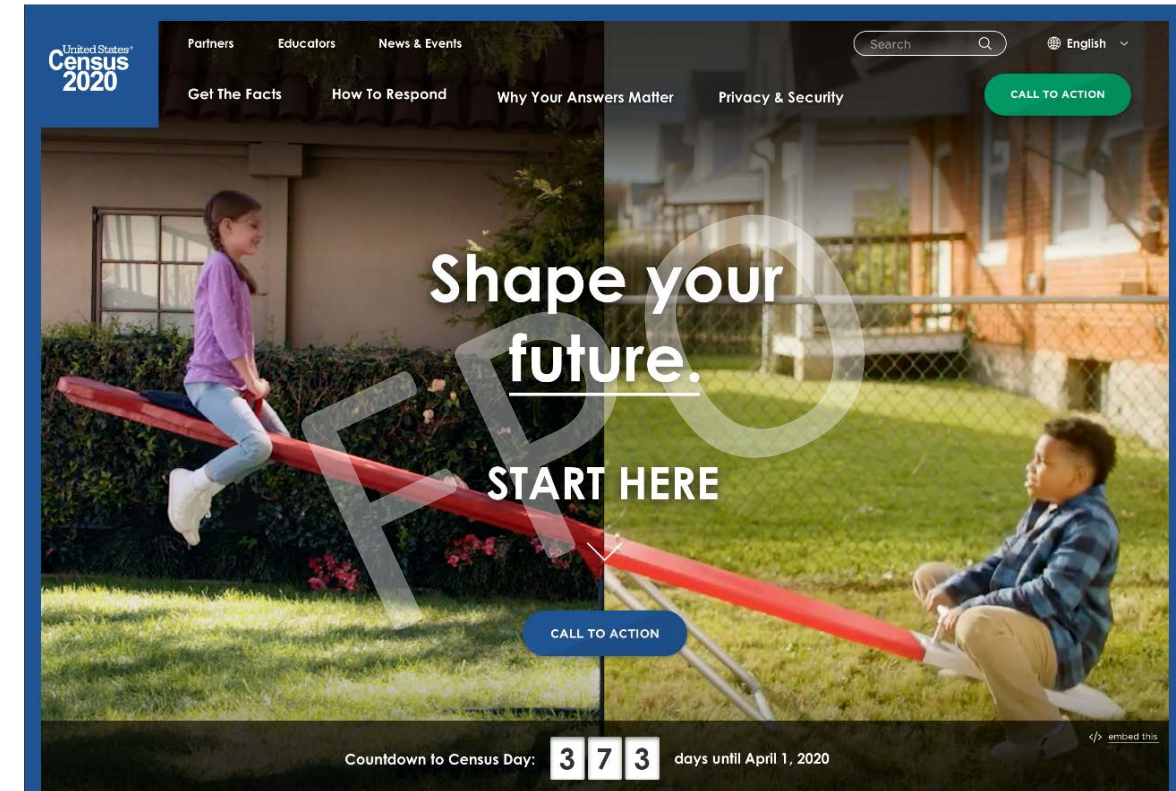
- The U.S. Census Bureau is working with Team Y&R to plan and execute 12 national events under Order 17 (Earned, Shared, Owned -ESO) of the Integrated Communications Contract (ICC).
- National events:
 - 1) are intended to generate news in major media markets as defined by Nielsen rating and reach both diverse mass and multicultural audiences.
 - 2) will include a social media, partnership and email marketing strategy.
 - 3) will occur at key milestones of the 2020 Census and may include a creative media-generating concept.
 - 4) are designed to allow the Regional Offices to duplicate the event concepts and/or the media strategy.
 - 5) will pitch national, local, and multicultural media to cover in person or remotely.
- Census Bureau will engage official spokespeople and guest participants who will attract media interest and resonate with multicultural communities as trusted voices.

IPC Planned Census 2020 Evaluations, Assessments, and Lessons Learned.

- Evaluations
 - Pre & post 2020 Census Communications Campaign panel survey: measuring change over time to Census Mindsets
 - Quantitative 2020 Census Creative Testing
 - Evaluating the Effectiveness of Digital Advertising with Tracking URLs
 - Matching 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS) Survey Sample to 2020 Decennial Census
 - 2020 Census Tracking Survey
 - Evaluating the 2020 Census National Partnership Program and Community Partnership Engagement Program
- Operational Assessments
 - IPC operations
 - ICC contract
 - Research to Support ICC
 - Mobile Response Program
- Lessons Learned
 - Each IPC team will provide input for lessons learned for the IPC

Website Content – 2020Census.gov

- Release 2.0: Late August 2019
 - Integration with creative campaign
 - Primary audience: Partners, some public
 - Will include:
 - New and updated content (copy) for all existing pages
 - Search functionality
 - Updated Partner pages
 - NOTE: Interim Release following Release 2 will include FAQs page
- Release 2.1: October 2019
 - Group quarters/enumeration content added
 - Island areas content added
- Release 3.0: January 2020
 - Main interactive site for general public
 - Will Include:
 - 58 non-English/non-Spanish landing pages
 - Puerto Rico site
 - Motivate response, drive users to ISR (will launch in March)
 - Response rate map to be added
 - Revisions to all existing pages



Release 2 Homepage Hero

Questions?